

WHAT IS CLAIMED IS:

1. A system for linking at least two multimedia terminals connected to each other via a landline or cellular network, said system including an application server and further including a memory that contains multimedia contents that may be chosen by a calling person and said server comprises:

· means for managing entities of the network in order to synchronize the signaling of a call from the terminal of a calling person to the terminal of a called person with a multimedia content chosen by said calling person; and

· means for adapting the multimedia content to the capabilities of the terminal of the called person.

2. A method of linking at least two multimedia terminals connected to each other via a landline or cellular network, wherein, before a call from the terminal of a calling person to the terminal of a called person, the calling person chooses a multimedia content to be sent to the terminal of the called person, and said multimedia content is received by the terminal of the called person synchronously with the reception of the signaling of the call.

3. A method according to claim 2, wherein said multimedia content received by the terminal of the called person is displayed conjointly with or after another multimedia content personalized beforehand by the called person.

4. A method according to claim 2, wherein said multimedia content received by the terminal of the called person by default remains displayed on said terminal throughout the call, the called person being able at any time during the call to delete the display of said content.

5. A method according to claim 4, wherein the display of said multimedia content on the terminal of the called person disappears when the call is terminated.

5 6. A method according to claim 2, wherein, if the called person does not answer, the call and the multimedia content are stored in the voicemail of the terminal of the called person and appear when the voicemail is consulted.

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7. A method according to claim 2, wherein, if the called person does not respond and is in the network coverage area, the multimedia content is stored in the call log of the called person's terminal.

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8. A method according to claim 2, wherein, before a call, the calling person associates a multimedia content with at least one person to be called.

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9. A method according to claim 2, wherein, at the time the calling person sets up a call to a called person, the calling person associates a multimedia content with said called person and with the situation relating to the call.

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10. An application server belonging to a landline or cellular network and comprising:

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- means for managing entities of the network in order to synchronize the signaling of a call from a terminal of a calling person to a terminal of a called person with a multimedia content chosen by said calling person; and

- means for adapting the multimedia content to the capabilities of the called person's terminal.

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11. A communications terminal including means for selecting a person to be called, said terminal including:

- means for associating a multimedia content with one or more persons to be called by said terminal; and

- means for setting up a call to a terminal belonging to said person to be called conjointly with
5 sending said multimedia content.